

**COURSE SYLLABUS SP15  
Internet Marketing BMK216  
ONLINE**

**Professor: Sue Lugli**

**Office Location: Wheaton Hall, Room 313**

**Office Hours: Wed and Thursday 9:00AM-10:30 a.m. or by appointment**

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**\*\*The Professor reserves the right to change this syllabus at any time.\*\***

**SCOPE OF COURSE: 3 Credit Hours**

**BMK\*216, Internet Marketing (3 credits)**

This course introduces the student to this exciting, significant part of a business' marketing mix: marketing on the Internet. Students will use the Internet as a source for market research, a communication medium and as a distribution channel. Cyberspace is very fluid and every effort will be made to take full advantage of this medium. Some basic marketing and computer knowledge is necessary. *Prerequisites: Eligible for ENG\*101 or permission of instructor .*

**PROGRAM/DISCIPLINE LEARNING OUTCOMES CONTAINED IN COURSE**

In today's competitive business environment, employers expect graduates to possess a certain skill set. The goal of the Business Division is to incorporate the following outcomes from each course:

- Critical thinking, problem solving and analytical skills
- Current technological skills
- Interpersonal skills and awareness
- Teamwork, team-building and project focus
- Knowledge of ethical and legal business behavior
- Awareness and respect for other perspectives
- Global awareness and respect for other perspectives
- Flexibility and adaptive to change
- Personal productivity and organizational skills
- Ability to understand your customer
- Understand process management

**IMPORTANCE OF COURSE IN PROGRAM/DISCIPLINE**

Internet Marketing provides the student with the fundamentals of doing business and communicating through the Internet. Students will use the Internet as a source for market research, a communication medium and as a distribution channel. This course provides each student a firm business foundation and an opportunity to develop his/her own, unique philosophy and style of engagement. The Online channel is a fluid environment. This course will work on past, and current best practices with an eye to predicting consumer behavior. Emphasis will be

placed on strategic planning and analysis.

**LEARNING OUTCOMES/OBJECTIVES:**

The goal of the Internet Marketing course is for each student to develop an understanding of the basic practices of Online Marketing and its use as a tool in communication and sales. Also, the course provides students with the opportunity to:

- Analyze principles, techniques and major functions of the strategic marketing process of organizations
- Work independently and with others of diverse backgrounds
- Demonstrate proficiencies in reading, writing, listening, presentation and decision making
- Rationalize and present solutions to problems using business knowledge and knowledge from other academic disciplines
- Develop a sound ethical, philosophical and moral skill set necessary to succeed in business

**Textbooks and other required readings/computer software/materials/library reserve room:**

Social Media Marketing, Cengage 2013, Barker, Barker, Bormann, Neher  
ISBN-978-0-538-48087-1

**Evaluation methods**

|                  |      |
|------------------|------|
| Assignments      | 20%  |
| Discussion Board | 20%  |
| Quizzes          | 15%  |
| Personal Paper   | 20%  |
| Mid-term         | 10%  |
| Final            | 15%  |
|                  | 100% |

\*Refer to Course Catalog pg. 39 for Grade points/Letter grade.

**Final Grades will be determined by applying the percentages listed above to the graded work submitted to meet course requirements. All graded work will be on Blackboard Assignments that are required to be submitted through the course Blackboard must be in the proper format for the given assignment.**

**Course Requirements:**

**Effort and Attitude** – The entire class is based on the principles of a strong work ethic and a positive attitude.

**Teaching Procedures:**

The instructor will use a combination of discussions, case studies, group work, and lectures/video to cover the instructional objectives and topics. There will be group work and full participation is expected. Assignments will be reviewed for content and clarity. Criteria for

grading will be openly discussed and rubrics will be online for your review and to download. Coursework will not be accepted after the due date without written consent prior to the due date. Students must complete all coursework even with an excused absence.

## **COLLEGE POLICY**

**All policies are presented in the College Catalog.**

### **Class Cancellation**

In the event that the instructor cannot meet the class, every attempt will be made to inform students in advance. In the event of inclement weather, please refer to the radio or TV for announcements or call the college telephone number 860-343-5888. If you are outside the direct dialing area, call 1-800-818-5501.

### **IMPORTANT COLLEGE POLICIES!! PLEASE READ CAREFULLY!**

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: [www.mxcc.edu/catalog/syllabus-policies/](http://www.mxcc.edu/catalog/syllabus-policies/) or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: [www.mxcc.edu/nondiscrimination/](http://www.mxcc.edu/nondiscrimination/).



### ***NON-DISCRIMINATION STATEMENT***

*Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.*

*The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:*

*Primary Title IX Coordinator*

*Dr. Adrienne Maslin*

*Dean of Students/Title IX and Section 504/ADA Coordinator*

*amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123/*

*Secondary Title IX Coordinator*

*Ms. Mary Lou Phillips*

*Director of Human Resources, Middlesex Community College*

*mphillips@mxcc.edu; 860-343-5751; Founders Hall Room 115*

*Secondary Title IX Coordinator*

*Ms. Queen Fordham*

*Coordinator of the Meriden Center Welcome Desk*

*qfordham@mxcc.edu; 203-608-3011*

**Expected Course Conduct**

All resources and facilities of Middlesex Community College, including the computer classroom sites, are to be used solely for legitimate and authorized academic purposes. Any unauthorized or illegitimate use of the computer systems, resources, and/or facilities will be subject to disciplinary action.

- => NO FOOD OR DRINK is to be brought into the classroom at any time.
- => CHILDREN are not allowed in the classroom at any time while you attend class.
- => PERSONAL ITEMS should be kept with you when you leave the classroom.
- => NO CELL PHONES OR BEEPERS are allowed in the classroom. Please turn off the ringers.

**Students Responsibilities to the Course**

- You will be responsible to prepare for each class session (all readings complete and assignments done)
- You will be responsible to prepare for the exams
- You will be expected to treat each other and the instructor with respect
- You will be expected to conduct yourself in an appropriate manner while you are in attendance in this course
- You will be responsible for the reasonable care of the computer equipment used in conjunction with this course